

# KARIN THRIFT

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## EXECUTIVE PROFILE

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Sales Director driven to establish strategic, mutually beneficial partnerships and relationships with distributors and retailers. Creates strategic alliances with organization leaders to effectively align with and support key business initiatives. Builds and retains high performance teams by hiring, developing, and motivating skilled professionals.

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## SKILL HIGHLIGHTS

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Project management	Budgeting expertise
Leadership/communication skills	Negotiations expert
Client account management	Self-motivated
Customer-oriented	Networking

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## CORE ACCOMPLISHMENTS

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### *Staff Development:*

- Launched well-received program of professional development courses for all staff.
- Training included Building PowerPoint Decks, Presentation Skills, Negotiation Skills, DISC, and Emotional Intelligence.

### *Project Management:*

- Initiated convenience retail sales team which resulted in approximately an additional \$1 million in annual sales

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## PROFESSIONAL EXPERIENCE

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### **Director of Sales / Corporate Accounts Manager 12/1998 to Current**

CLIF BAR, INC – Berkeley, CA

- Responsible for shaping strategic plans for Convenience. Set sales goals annually taking into consideration growth factors as well as gross and net costs. Revisit sales goals quarterly to revise and refine based on best current thinking.
- Annual double digit sales increases.
- Created strategic plan to reach \$100MM in the Convenience Store channel by 2020.
- Guide and mentor sales team members for maximum effect.
- Manage national broker team by establishing specific ACV and sales goals.
- Prepare and conduct business reviews and new item presentations.
- Worked with Retail Supervisor to develop specific retail program and exact coverage area.
- Currently manage four direct reports.
- Managed Vending and Foodservice team in addition to Convenience from 2010 to 2013 which added an additional three direct reports to my team.
- Implemented new rebate and promotion programs.
- Established original broker network for convenience and drug.
- Direct account responsibility has included, among others, McLane, Core-Mark and Eby Brown as well as retailers including 7/Eleven, Speedway, and Wawa.
- Historic Corporate Account responsibility also included Target, Wal\*Mart, Sam's, GNC, Costco, Walgreens, and Rite Aid.

**National Sales Manager, 02/1997 to 10/1998**

SMILEY'S FOODS – Temple, TX

- Generated \$8.5 million in sales for foodservice division of McLane Grocery Company.
- Managed national convenience broker network.
- Direct reports included two region sales managers and two sales analysts.
- Prepared sales projections on monthly, quarterly and annual basis.
- Increased business unit sales 5.34% after three years of declining sales.
- Negotiated and spearheaded foodservice launch to E-Z Serve.
- Organized and managed Dairy Task Force to explore alternative distribution avenues.
- Coordinated transition of Vending and DSD into distinct, separate business units.

**National C-Store Coordinator / Southeast Division Manager, 09/1993 to 01/1997**

CAMPFIRE / ANGELA MARIE'S – Kaysville, UT

- Produced \$4.8 million of sales in the 16-market southeast region for confectionery snacks manufacturing company.
- Implementation of all national convenience store programs.
- Negotiated and determined placement allowances for grocery and convenience.
- Conducted year-end business reviews with all major accounts.
- Promoted to Southeast Division Manager.
- Promoted to National Convenience Store Coordinator with McLane, H.T.Hackney and Eli Witt corporate responsibility.
- Structured national McLane program resulting in being the exclusive marshmallow supplier.
- Consistently achieved monthly sales quotas.

**Southeast Region Manager, 10/1992 to 09/1993**

ANDRE PROST, INC – Old Saybrook, CT

- Managed 18 brokers covering 12 states selling to Grocery, Specialty/Gourmet Foods, Military, Convenience and Mass Merchandiser Channels for specialty and gourmet foods importing company.
- Implemented successful roll out of new product line; A Taste of Thai.
- Managed McKesson, Haddon House, Astor, Gourmet Award Foods, Tree of Life, Neumann, Premium Foods, Specialty Foods and Fine Distributing as house accounts.

**Board Member / Director, Confection & Snack Division, 05/1989 to 10/1992**

PIONEER FOOD BROKERS – Charlotte, NC

Confectionery Account Executive managing eleven clients for food brokerage company. Managed sales comprising 17% of total company volume. Developed sales programs for North and South Carolina Markets.

Headquarter accountability for Harris Teeter, Family Dollar, Kerr Drug, and Roses.

**Convenience Store Specialist, 08/1987 to 05/1989**

MONTGOMERY & ASSOCIATES - Charlotte, NC

- Account executive for three manufacturers within southeast confection brokerage company.
- Responsible for grocery surveys as well as distributor and convenience store headquarter calls.

**Retail Sales Merchandiser, 02/1985 to 08/1987**

FERRERO USA, INC. – New York, NY

Sold and merchandised products in convenience and grocery for a major confection company

- Contributed to launch of Tic Tac, Mon Cheri, and Rocher brands.

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ADDITIONAL INFORMATION

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INDUSTRY PARTICIPATION

**National Association of Convenience Stores**

***Supplier Board 2005 to 2010***

Served as Vice-Chair in 2009

Member Services Committee Supplier Liaison 2007 to 2011

Exhibit Advisory committee Co-Chair 2007

Manpower Committee Co-Chair 2002-2005

***Manpower Committee 2002-2005***

Served as Team Leader Chair for NACS 2003

***Round-Up Volunteer 1997-2003***

**American Wholesale Marketers Association**

***Board of Directors***

Leadership Development Division Board President

Chairman of Membership Committee

***Distribution Channels Magazine***

Editorial Advisory Board

**Network of Executive Women**

***NEW / DFW Board Member***

Executive Committee Logistics Chair 2015 to 2017

Co-Chair ImpromtNEW 2013 to 2015

Sponsorship Committee 2009-2011

Membership Committee 2008-2009

Texas Event Organization Committee 2006-2008

***NEW / National Annual Summit***

Co-Chair of Silent Auction 2009 to 2013

Content Adviser 2012 to 2015

Scholarship Committee 2010 to Present

**OUTSIDE ACTIVITIES**

Chapter Chair, Austin Alumni Chapter / University of North Carolina, Charlotte

Community Advisory Board / The Georgetown Project (*community service organization dedicated to raising awareness of drug and alcohol abuse among our local youth*)

Co-Founder / Discovery Y.O.U. (*local teen leadership forum*)

Senior High Youth Leader / NewChurch, Georgetown, 2003 - 2006

Volunteer at Down Home Ranch, a group home for Down Syndrome Adults